



hydratight

MAKE THE CONNECTION

DRIVE TRAFFIC, INCREASE ENGAGEMENT AND DELIVER RESULTS WITH VIDEO

In the all too crowded and hectic tradeshow landscape, how can your brand get noticed? If a picture truly is worth a thousand words, can the same be said for video? The answer is yes, and then some. As the world's largest oil & gas tradeshow of tradeshows, the 2014 Offshore Technology Conference represents opportunity on a global scale. From record-breaking attendance to a targeted audience of influencers and decision makers, all hungry for information and solutions, OTC2014 sets the stage. For the Hydratight brand, which includes Cortland and Viking SeaTech all part of the Energy Segment within Actuant Corporation, 2020 Exhibits created an engaging and dynamic exhibit environment, which serves as the ideal platform for capturing attention, inviting interaction and driving more face-to-face engagement.

Make a Reel Impression

A crisp, clean and modern exhibit environment set the stage for Hydratight's signature and eye-catching products, 2020 Exhibits worked with Hydratight to design and deliver a dynamic video showcasing Hydratight as the market-leader offering a full-service solution, assessing and managing every joint on a project.

With distinctive content and a strong visual theme, 2020 Exhibits produced a dynamic and engaging video, which showcases the Hydratight brand story as unique as they are: the market-leader offering a full-service solution, assessing and managing every joint on a project. From the brand's eye-catching yellow woven throughout, the video highlights their expansive capabilities, innovation and technical expertise.

Strong powerful images offer the ideal blend of people and products in action. With fluid content as the backdrop, the exhibit experience was engaging and highly personalized. This attention





grabbing video wall gave staffers the opening they needed to attract and engage attendees and, in doing so, dive right into deeper discussions and a more meaningful experience.

In the crowded and competitive OTC2014 arena, Hydratight elevated the conversation with fast-moving, engaging video content which opened the door for conversation, inspiring booth attendees to stop and stay awhile.

About 2020 Exhibits

Headquartered in Houston, TX, with offices in Chicago, Cincinnati, Cleveland, Las Vegas, St. Louis, Salt Lake City and Toledo, 2020 Exhibits provides total trade show and event management, including the design, fabrication and installation of trade show exhibits for clients locally, nationally and internationally. With a laser-sharp focus on the delivery of dynamic interactive experiences to build brand engagement, 2020 Exhibits proven expertise in the integration of custom rental exhibits and multi-screen, A/V rich environments helps global brands drive results. Since 1987, the company's award-winning team has worked collaboratively with clients to provide optimum exposure and offers the total event package of services and support including interactive technologies; lead capture; audio visual and digital multimedia; in-house production and printing; experiential marketing; event furnishings; graphic and creative design; brand marketing.

